

MEDIA-KITS

2021



VERLAG W. SACHON · D-87719 MINDELHEIM

member of

KRAMMER GROUP





1 Circulation control:

2 Circulation analysis:

Copies per edition annual average July 1st 2019 to June 30th 2020

Print figure: 19,351

Actual circulation: 19,224 of them abroad: 429

Solit circulation: 13,326 of them abroad: 32
 – Subscribers: 13,299 of them member copies: 12,849
 – Other Sales: –
 – Sales per copy: 27

Free copies: 5,898

Reminder, archives and voucher copies: 127

3 Geographical distribution:

Economic area	Portion of actual circulation	
	%	Copies
Federal Republic of Germany	97.8	18,795
Abroad	2.2	429
Actual circulation	100.0	19,224

3.1 Classification to Nielsen areas (domestic):

Nielsen area	%	Copies
Nielsen area I Schleswig-Holstein, Hamburg, Bremen, Niedersachsen	13.8	2,590
Nielsen area II Nordrhein-Westfalen	23.0	4,312
Nielsen area III a Hessen, Rheinland-Pfalz, Saarland	18.7	3,508
Nielsen area III b Baden-Württemberg	15.9	2,994
Nielsen area IV Bayern	15.1	2,839
Nielsen area V Berlin	2.8	529
Nielsen area VI Brandenburg, Sachsen-Anhalt, Mecklenburg-Vorpommern	5.7	1,073
Nielsen area VII Sachsen, Thüringen	4.7	888
Others (e.g. fairs) not analysed	0.3	62
Actual circulation (domestic)	100.0	18,795

1.1 Branches/Industries/Occupational groups

Supra regional trade magazine with strong practical orientation for modern painting, varnishing and stuccoing companies. Official institution of the federal association Farbe Gestaltung Bautenschutz. Permanent columns reflect trends and developments from the complex practical management world, outline current news from the colour, varnishing and craftsmen sector, describe the latest developments and changes in the respective companies and products and announce relevant dates and events. In addition, legal advice from practical experience as well as the presentation of famous personalities in the sector.

Department/ Group Class	Receiver groups (according to branch classification)	Share of actual circulation	
		%	copies
45.44.1	Painting and varnishing companies	78.9	15,175
45.41	Stuccoing, plastering and dry lining companies	4.9	940
50.20.3	Vehicle enameling companies	4.4	843
51.53.6/51.44.3	Wholesale trade of paints, varnishes and wallpapers, wholesale cooperatives	2.2	421
80.22.1/80.22.2	Professional schools, institutes, master schools, guilds	5.2	1,004
24.30.1	Manufacturers of paint colours, varnishes and other supply industries	1.9	354
–	Other qualified branches without specification	1.9	371
–	Branch not yet surveyed/according to EDA Standards unknown	0.3	54
	Others (e.g. fairs) not analysed	0.3	62
	Actual circulation	100.0	19,224

1.2 Size of business entity

2.2 Socio-economic group

Characteristics were not surveyed as for the utilisation ratio of this magazine does not depend on it.

2.1 Activity characteristics

2.3 Decision fields and/or aims of acquisition

1. Prices and sizes:

The pertaining VAT must be added to the net prices quoted

Size	Printing space W x H in mm	Bleed* W x H in mm	Price b/w Euro	Price 4-c Euro
Title page (front cover)	156 x 183	156 x 186	5,685,-	7,980.-
Cover pages	180 x 263	210 x 297	5,458,-	7,753.-
2/1 page	390 x 263	420 x 297	9,982-	12,277.-
1/1 page	180 x 263	210 x 297	5,184,-	7,479.-
3/4 page high	137 x 263	152 x 297	4,102,-	6,397.-
3/4 page cross	180 x 195	210 x 211		
2/3 page high	119 x 263	134 x 297	3,740,-	6,035.-
2/3 page cross	180 x 180	210 x 199		
Juniorpage	119 x 180	134 x 199	2,729,-	5,024.-
1/2 page high	90 x 263	105 x 297		
1/2 page cross	180 x 127	210 x 146		
1/3 page high	56 x 263	71 x 297	1,805,-	4,100.-
1/3 page cross	180 x 90	210 x 109		
1/4 page high	43 x 263	58 x 297	1,427,-	2,897.-
1/4 page half measure	90 x 127	105 x 146		
1/4 page cross	180 x 60	210 x 79		
1/8 page high	90 x 60	105 x 79	726,-	2,196.-
1/8 page cross	180 x 30	210 x 49		
1/16 page high	90 x 30	105 x 49	402,-	1,872.-
1/16 page cross	180 x 15	210 x 34		
* 3 mm per trim page			Further sizes upon request	

2. Extra charges:

per standard ink:	€ 765.-
per other colour:	€ 1,091.-
surcharge 4-colors	€ 2,295.-

Size:

10 % extra charges on black and white flat rate for bleed advertisements,
5 % on black and white flat rate for gutter bleed advertisement.

3. Discounts:

Schedule for discount

by frequency for multiple inserts

of uniform size

3 (+)	5 %
6 (+)	10 %
12 (+)	15 %

Schedule for discount

by volume for single orders

of at latest

2 pages	5 %
3 pages	10 %
6 pages	15 %
12 pages	20 %

4. Classified ads:

Job adverts:

Price per mm / 90 mm width: € 3.70

Sales adverts:

Price per mm / 90 mm width: € 5.60

Sources of supply:

Price per mm / 41 mm width: € 4.00

Catch words and additional publication on the website free of charge.

At least 6 consecutive inserts per caption.

The sources of supply are divided into 4 column pages.

Link package (website and e-magazine): € 22,- per month.

5. Special advertising:

Bound insert:

2-page € 4,810.-

Size upon request.

4-page € 6,870.-

Size upon request.

Delivers folded – sample and PDF-file required!

Loose insert:

Format max. 295 mm high, 200 mm width,

per thousand € 220,- plus postage.

Sample and PDF-file required!

Required quantity: upon request!

Tip-ons: upon request.

6. Contact:

Verlag W. Sachon GmbH + Co. KG

Schloss Mindelburg

D-87719 Mindelheim

Website: www.dermaler.de

Tel.: +49 / 82 61 / 999 - 0

Fax: +49 / 82 61 / 999 - 391

E-Mail: rohde@sachon.de

7. Payment details:

2 % discount if payment made within 8 days of invoice date,
in full within 30 days.

Bank account:

Sparkasse Memmingen – Lindau – Mindelheim

BIC: BYLADE33MLM

IBAN: DE96 7315 0000 0810 0082 01

Issue no. month	Dates		Topics	Fairs & Conferences
1 January 	Editorial	27.11.2020	Joints and sealants Stylish decoration with wallpaper Design in dry construction Stucco works Crack sanitation at fasades	◆ BAU Munich, 13. – 15.1.2021 (digital)
2 February	Editorial	21.12.2020	Indoor thermal insulation Adhesives and pastes Field of work: Stairwell Cellar renovation Use of IR cameras	◆ CADEAUX Leipzig, 27.2. – 1.3.2021 ◆ appli-tech CH-Luzern, 3. – 5.2.2021 (digital)
3 March 	Editorial	22.01.2021	The ideal painter's vehicle Protective coatings for wood Fasade cleaning and disposal of waste water Fire protection by means of paints Electric tools for painters	◇ HAUS Dresden, 4. – 7.3.2021 ◆ I.H.M. Internationale Handwerksmesse Munich, 10. – 14.3.2021

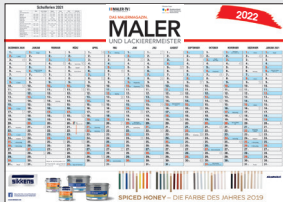
Issue no. month	Dates		Topics	Fairs & Conferences
4 April	Editorial	25.02.2021	Market survey: Workwear	
	Advertising	08.03.2021	Machines for plaster and mortar works	
	Printing material	12.03.2021	Concrete repair	
	Publication	01.04.2021	Use of colorimetres	
			Software for painters and varnishers	
5 May	Editorial	29.03.2021	Flooring works	◆ Heimtextil Frankfurt/Main, 4. – 7.5.2021 ◆ Stone+tec Intern. Fachmesse für Naturstein und Steintechnologie Nuremberg, 12. – 15.5.2021 ◆ DOMOTEX Hanover, 18. – 20.5.2021
	Advertising	08.04.2021	Paint brushes and rolls	
	Printing material	12.04.2021	Maintenance and renovation of natural stones	
	Publication	03.05.2021	Graffiti removal and prevention	
			Paints in humid rooms	
6 June	Editorial	23.04.2021	Grinding equipment and abrasives	
	Advertising	04.05.2021	Color mixing systems	
	Printing material	10.05.2021	Old painting techniques	
	Publication	02.06.2021	Asbestos abatement	
			White pigment titanium dioxide	

DOMOTEX

Issue no. month	Dates	Topics	Fairs & Conferences
7 July	Editorial 25.05.2021 Advertising 07.06.2021 Printing material 11.06.2021 Publication 01.07.2021	Wood preservation inside/outside Refurbishment of half-timbered houses Vehicle paintwork Anticorrosive paint works Coating of metallic grounds	
8 August	Editorial 28.06.2021 Advertising 08.07.2021 Printing material 13.07.2021 Publication 02.08.2021	Ladders, scaffolds, working platforms High pressure cleaners in use Sections and decorative strips Working on plasterboards Marking in streets and on roads	♦ CADEAUX Leipzig, 4. – 6.9.2021
9 September with Information- poster	Editorial 27.07.2021 Advertising 09.08.2021 Printing material 13.08.2021 Publication 01.09.2021	Market survey: Utility vehicles Covering/masking Lacquer systems and spray diffusers New wallpaper collections Balcony repair	♦ Nordbau Neumünster, 8. – 12.9.2021 ♦ European Coatings Show Nuremberg, 14. – 16.9.2021 ♦ NUFAM Karlsruhe, 30.9. – 3.10.2021

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MESSE



Issue no. month	Dates		Topics	Fairs & Conferences
10 October 	Editorial Advertising Printing material Publication	30.08.2021 07.09.2021 10.09.2021 01.10.2021	Occupational safety Algae, fungus, mould fungus Ground judgement and methods of examination Building material with tradition: clay Trompe d'oeuil	♦ A + A Düsseldorf, 26. – 29.10.2021
11 November 	Editorial Advertising Printing material Publication	27.09.2021 07.10.2021 12.10.2021 02.11.2021	70 years: MALER UND LACKIERERMEISTER Das Malermagazin. Flooring works Thermal insulation Compressed air, pumps, compressors Use of renovation plasters Dehumidification of walls	♦ HEIM + HANDWERK Munich, 1. – 5.12.2021 ♦ Handwerk Fachmesse für Holz Werkzeug, Farbe & Handel A-Wels, 24. – 27.11.2021
12 December with annual planner	Editorial Advertising Printing material Publication	26.10.2021 08.11.2021 12.11.2021 02.12.2021	Field of work: church restorers Technique of gold-plating Use of stencils Cityscape and colour Indoor light structures	

1 Magazine size:

Width 210 mm, height 297 mm, DIN A4
 Untrimmed: Width 216 mm, height 303 mm
 Printing space: Width 180 mm, height 263 mm
 2 columns, width 72.5 mm each

2 Printing and binding method:

Offset printing (sheet), wire stitching or adhesive binding.

3 Data transmission:

By e-mail to rohde@sachon.de FTP server transmission upon request.
 Please indicate magazine in the file name (company-magazine-issue.pdf).

4 Data sizes:

Please send the **printing data as a PDF file according to the following criteria:**

- The **PDF** should be print-optimized;
 produced from Acrobat Distiller (PDFX3: 2002, Acrobat 4/PDF1.3)
- **Images:** CMYK colour mode (**not RGB!**), resolution half-tone images **300 dpi**
 at least (if Bitmap/line originals 800 dpi at least)
- **Fonts: must be embedded**
- Delivery of **open data only according to prior agreement**
- **Bleed ads: 3 mm bleed on all four sides!**
- Text and image elements: 5 mm distance at least to margin

5 Colours:

Printing inks (Fogra 39 but without color conversion) according to DIN ISO 12647-2 (PSO), special inks only according to prior agreement.
(Please don't send RGB images with ICC profiles!)

6 Proof:

Please add a contract proof (according to "Medienstandard Druck/bvdm" with FOGRA-Medienkeil/www.fogra.org). Otherwise the publishing house won't assume any liability for the correctness of the ad.

Proofs must have an official colour bar.

Please note that print-outs made with a colour printer are not considered as a contract proof.

Please indicate all inks to be printed (CMYK, FOGRA or HKS/Pantone) in case of multicoloured ads.

7 Data filing:

Data are filed. Therefore unchanged repeat ads are possible, but no responsibility for the data is assumed. You will receive a proof for release upon request.

8 Warranty:

The publishing house doesn't assume any liability for the correctness of reproduction of ads which are not digitally delivered according to these requirements.

9 Contact:

Josefine Rohde
 Tel.: +49/8261/999-337
 rohde@sachon.de



Information

All booked ads, bound-inserts and loose inserts appear in addition to the print edition also in digital version of the magazine.

In the e-magazine we offer various types of services (e.g. links to company or product websites, landing page, video etc.)

Further information, advertising possibilities and prices on request!

Your contact:



JOSEFINE ROHDE
MEDIA-BERATUNG

Telefon: +49 / 82 61 / 999-337

Fax: +49 / 82 61 / 999-391

rohde@sachon.de

Placement possibilities

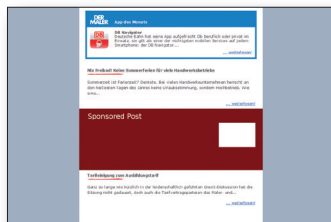
FullBanner Premium



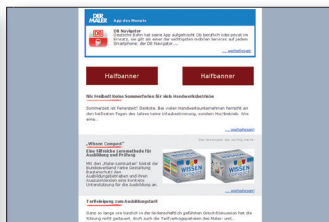
FullBanner



Sponsored Post



HalfBanner



Event note



Button



Price list of newsletter

Placement options	Size (pixel)	Price € / mailing
FullBanner	468 x 60	605.–
FullBanner Premium	468 x 60	720.–
HalfBanner	234 x 60	341.–
Button	150 x 60	248.–
Sponsored Post	max. 300 character incl. link plus 1 image	740.–
Event note	200 x 80	280.–
Stand Alone	Exclusive dispatch (details upon request)	2,340.–

Mailing:	monthly, every 2nd Tuesday of the month
Addresses:	approx. 18.527
Delivery of data:	by e-mail 1 week before start of placement at the latest to: Mr. Stephan Keller, keller@sachon.de
Banner:	GIF, JPG, PNG, other size upon request Graphics in the sizes specified above with 72 dpi, max size 50 KB
Contact person:	Josefine Rohde, Tel. +49 / 82 61 / 999 - 337, rohde@sachon.de

Placement options



Price Website

Form of advertising	Size in Pixels (w x h)	Price in Euro/Month *
Skyscraper	120 x 600	499.–
Superbanner	728 x 90	405.–
Fullbanner	468 x 60	360.–
Product-/Imagevideo	640 x 360	780.–

* price incl. link

Data supply: by e-mail 1 week at least before start to:
Mr. Stephan Keller, keller@sachon.de

Banner: GIF, JPG, PNG.
Other file sizes on request
Graphics of sizes indicated with 72 dpi
Max. file size 50 KB.

Contact person: Josefine Rohde, Tel. +49 / 8261 / 999 - 337, rohde@sachon.de

MALER-TV

No matter when and where – we are always and everywhere on site



MALER-TV.com is a web-based media platform for all topics concerning professional painting and varnishing. The emphasis of MALER-TV.COM lies on professionally arranged video clips, news contributions and reports (e.g. exhibition reports, product presentations or company introductions)

The entire online platform of MALER-TV is mobile optimized, so that the users have an optimal access to all our media contents – anytime and anywhere. No matter if on the construction site, in the office or at home.

Furthermore, all contents of MALER-TV are advertised through our social media channels and through the newsletter of MALER-TV.COM.



www.maler-tv.com



www.facebook.com/MalerTVcom



www.instagram.com/maler_tv_com

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